

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

AD#399-D3 REQ#53534 "BASIC" PAGE 4/C BLEED (9-1/4" x 11-1/2") NATIONAL MAGAZINES, 1997

The advertisement features a pack of Basic Filters cigarettes and a pair of sunglasses resting on a sandy beach. The pack is white with a red band and the word "Basic" in red. Two cigarettes are visible, one with a red filter. The sunglasses are dark-rimmed. The background is a close-up of the sand and the blue ocean waves.

Keep it Basic

Tastes Good. Costs Less.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

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